



**Columba
Leadership**
Activating Youth 2.0

CUSTOMER FEEDBACK FROM THE LEAN DATA SPRINT **JANUARY 2018**



LEAN  DATA



OMIDYAR NETWORK

WELCOME TO YOUR LEAN DATA RESULTS

1

Headlines:

- + Top actionable **insights**

2

Your data:

- + Question by question **results**
- + A selection of customer **quotes**

3

Details on approach:

- + **Methodology:** what we did
- + **Survey questions:** for you to re-use in future

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LEAN 

TOP ACTIONABLE INSIGHTS

FROM ONLINE AND PHONE SURVEY WITH 98 EDUCATORS

1 Satisfaction & value prop

Your Net Promoter Score – a common metric of satisfaction – is **90**. **Realizing self-worth & positive impact on both teachers and learners** are top themes among promoters. Continue pushing this as unique value add of Columba Leadership.

2 Professional development

93% report extremely positive contribution to their professional development. Better understanding & communication and enhanced leadership skills reported as top contributions.

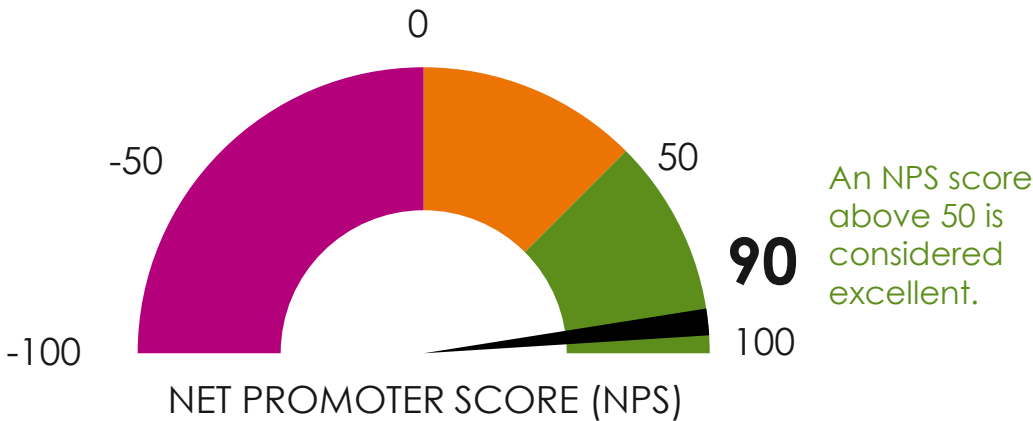
3 Social impact results

89% say quality of engagement with youth has very much improved. Relating to learners & trust are the top outcomes reported. Share these impact results with staff and prospective funders / donors, and consider using in marketing material

4 Suggested improvements

Adding more learners was the top suggestion for improvement with 17%. 15% suggest Columba Leadership add and expand sessions, and 13% sought continued follow up after the sessions.

COLUMBA LEADERSHIP'S NET PROMOTER SCORE IS 90; PROMOTERS VALUE INCREASED SELF-WORTH AMONG LEARNERS



The NPS is a gauge of customer satisfaction. It asks the question “On a scale of 0-10, how likely are you to recommend Columba Leadership to a friend or colleague?” The “Net” score is calculated in the following way:

NPS = **% promoters** - **% detractors**
9-10 likely to recommend 0-6 likely to recommend

Anything above 50 in considered excellent. A negative score is considered poor. Apple, Amazon, and Netflix have net promoter scores of 66, 66 and 64 respectively. Columba Leadership's score of 90 is excellent. Consider how to convert remaining passives.

We also ask respondents to explain their score, which yields insights on value proposition:

EMERGING THEMES

 **Promoters: 90%**
9-10 likely to recommend

Love:

- + Learners realize self-worth (20%)
- + Impacts both teachers' and learners' lives (19%)
- + Inspires hope (18%)
- + Discovers leadership potential (18%)

VALUE PROPOSITION DRIVERS

 **Passives: 10%**
7-8 likely to recommend

Like:

- + Empowers learners and changes their behaviour (11%)
- + Learners discover life purpose (11%)

...but:

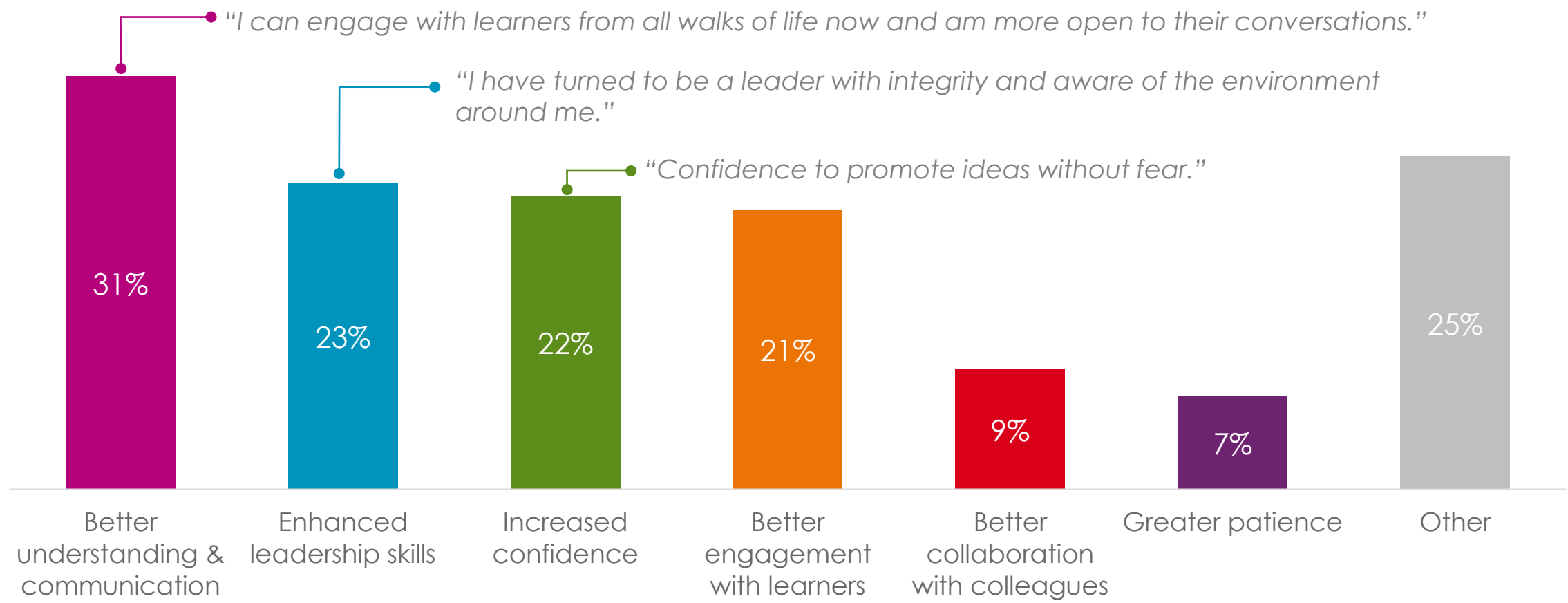
- + But 22% note that there's always room for improvement

 **Detractors: 0%**
0-6 likely to recommend

There were no detractors among educators surveyed.

THE MAJORITY FEEL COLUMBA LEADERSHIP SIGNIFICANTLY CONTRIBUTED TO THEIR PROFESSIONAL DEVELOPMENT

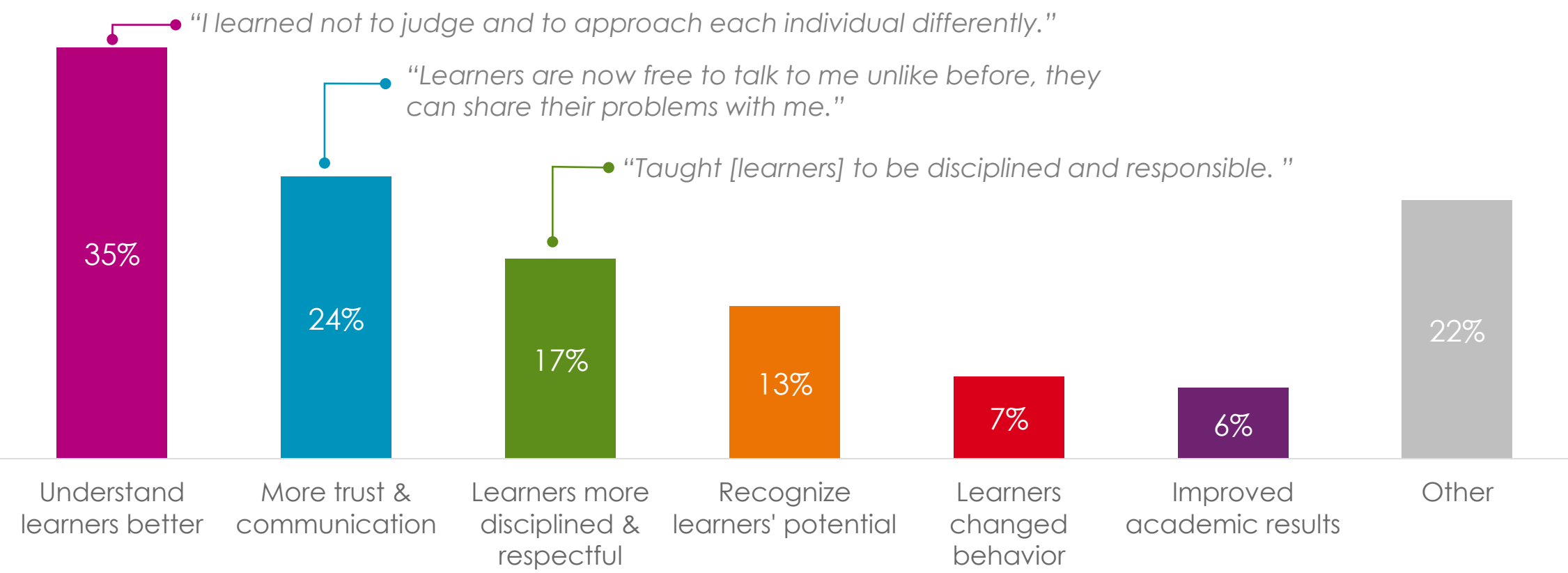
Q: How has the programme contributed to your professional development? (n = 97)
For 99% respondents who reported a positive contribution. (93% extremely positive contribution, 6% somewhat positive contribution.) Open ended, coded by Lean Data team:



OVER 90% OF EDUCATORS REPORT IMPROVEMENTS IN QUALITY OF ENGAGEMENT WITH YOUTH

TOP OUTCOME IS: “I CAN BETTER RELATE TO LEARNERS”

Q: How has your quality of engagement with youth improved because of Columba Leadership? (n = 94)
For 99% respondents who said their life had improved. (89% very much improved, 10% slightly improved.)
Open ended, coded by Lean Data team:



TOP SUGGESTIONS FOR IMPROVEMENT ARE:

MORE LEARNERS, SESSIONS & SUPPORT

1

**More
Learners**

17% respondents want more learners added to the program

"If we could get more learners involved that would be great - the ones who went to training cannot transfer the same value of training to the others. "

"Now that more people are aspiring to leadership positions would be nice for them to go forward with this program as leaders."

"Involvement of more educators and also learner who need special attention."

2

**Add &
Expand
Sessions**

15% recommend more sessions and to expand session timing

"Too much information is compressed within a week...we are to rush over some sections for the sake of completing on time."

"Broaden the wings of Columba so they can reach more...should go to other schools that are performing low."

"[Increase] the number of years for partnership with the schools - this way the impact will be most felt in the schools."

3

**Continued
Support**

13% sought continued support and follow up

"Support teachers when they are faced with work place challenges."

"More visible support...ensure the VC and young leaders are sustaining their projects even if there's no support from the school side."

"Some sponsors do not honour their commitments after camp. This deals morale blow on the learners and hinders their full participation."

FAVOURITE QUOTES (1/2)

POSITIVE IMPACT TESTIMONIALS

I am brave enough to face all life challenges in my personal life journey and in my academic journey because my mind was empowered enough with all essential tools I need to attain my goals and dreams. I am proud of Columba Leadership Programmes.

I was shy, and very reserved, but **now I'm open minded, free spirited being who can relate with people**, colleagues and my supervisors in an acceptable manner.

[Columba Leadership] is life changing and an eye opener. **It makes one realize that everything is possible and we have the power to bring change**, growth and development in our environment.

The way the learners are now - its obvious they've attended the course. They understand each other now, **shows [teachers] need listen to them, not always them giving orders, they want to be heard.**

It's an institution that **develops both young leaders and older one self-esteem**, and challenge them to be active leaders for the rest of their lives.

Columba empowers both the learner and the teacher allowing them to work as a team, with the aim of making our space a healthy environment and a hope for a successful future.

Their leadership skills course is so helpful and **develop young ones to discover their potential.**

FAVOURITE QUOTES (2/2)

CONSTRUCTIVE CRITICISM

Kids who have transferred become lost again so would be difficult for them to bring the change with them, but if it can be brought to new areas this would be beneficial.

If the program can **engage the parents more you will see an even more of an improvement.**

Sometimes it's difficult for teachers to sell the program to others but it's upon them to sell it - not so easy.

Maybe take 40 people into a one day camp afterwards. Just to make sure they're following through with what they have learnt. **Not easy for ten kids that attend to translate everything.**

The times you visit schools, especially during exams, makes it difficult to gather learners.

Most of leaders lapse and don't take charge. I wish that you can **keep monitoring active participation.**

Program should **start in the community with the parents** as the problems are starting at there homes.

Must also **consider the school that are in rural places**, underperforming schools.

Would like [Columba] to involve teachers as well - older people who think they know, but they're not actually aware as taught by Columba. **Try to involve teachers more is a must.**

RECAP: WHAT WE DID

DATA WE COLLECTED FOR YOU



Educator Online survey

3-min survey. Response rate: 16%
Survey: December 2017
Data Quality: High

39
RESPONSES



Educator Phone survey

8-min survey,
Survey: December '17- Jan '18
Data Quality: High

59
RESPONSES

Total responses:

98

ABOUT THE LEAN DATA SPRINT

What is this all about?

Omidyar Network has partnered with Lean Data – a data service created by Acumen – to gather high quality feedback and impact data from your customers. This data will allow both you and Omidyar Network to better understand your customer in order to help grow your business and generate greater social impact.

Who else took part?

Over 30 investees and grantees took part in the 2017 Lean Data Sprint

What types of data did we collect?

We collected comparable data on Customer Satisfaction and Social Impact across all participants of the Sprint. Your performance relative to the Sprint average will be shared with you later in year. Additional questions were added to surveys, based on the strategic priorities of the participating organizations

SURVEY SCRIPT

Methods: Online survey using Qualtrics survey software, distributed via email to teachers and learners, and phone survey administered by trained local researcher.

Hello! We're always looking for ways to improve Columba Leadership. Help us by completing this 3-minute online survey. Your responses are anonymous. Thank you for your feedback!

- + On a scale of 0-10, how likely are you to recommend Columba Leadership to a friend or colleague?
- + What specifically about Columba Leadership would cause you to recommend it to a friend or colleague?
- + What specifically about Columba Leadership caused you to give it the score that you did?
- + What actions could Columba Leadership take to make you more likely to recommend Columba Leadership to a friend or colleague?
- + How did you first hear about Columba Leadership?
- + Has the quality of your engagement with youth changed because of Columba Leadership?
- + Please explain how the quality of your engagement with youth has improved. Or, Please explain how the quality of your engagement with youth has become worse.
- + Has participation in the programme contributed to your professional development?
- + Please explain how the programme has contributed to your professional development
- + Has Columba Leadership had any effect, either positive or negative, on your: Creativity? Communication? Collaboration? Critical Thinking?
- + Overall, has the Columba Leadership programme had an effect on your on your school?
- + Are you male or female?
- + Is there anything else you'd like to share?

Any data that you don't see analysed in this deck, you can view in the Excel sheet that the Lean Data team shared with you

QUESTIONS?

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